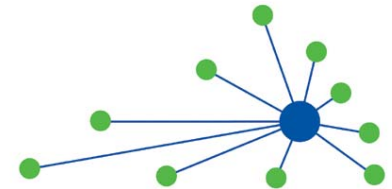


# Marketing Menu: Successful Servings to Reach State Buyers

October 10, 2007 – 12 noon

Nina Sims  
Communications Director  
Virginia Department of Business Assistance

[www.vdba.virginia.gov](http://www.vdba.virginia.gov)



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# What is Marketing?

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If the circus is coming to town and you paint a sign saying “Circus Coming to the Fairground Saturday”, that’s advertising.

If you put the sign on the back of an elephant and walk it into town, that’s promotion.

If the elephant walks through the mayor’s flower bed, that’s publicity.

And if you get the mayor to laugh about it, that’s public relations.

If the town’s citizens go the circus, you show them the many entertainment booths, explain how much fun they’ll have spending money at the booths, answer their questions and ultimately, they spend a lot at the circus, that’s sales.

And, if you planned the whole thing, that’s Marketing!

- Unknown



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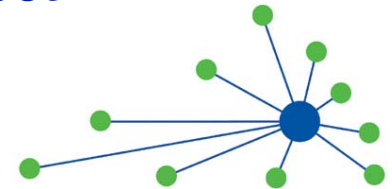
# Today's Webinar

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Appetizer: identify the right approach  
to make a great first impression

Entrée: deliver a full plate of  
what your business has to offer

Dessert: designing the appropriate follow-up  
with state buyers to leave a lasting effect



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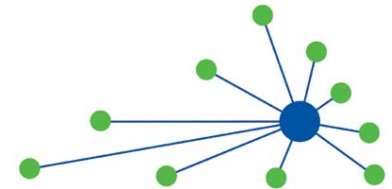


# As you approach the table...

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## Considerations Before Your Marketing Campaign

- Purpose
- Target Audience
- Expected Expenses/Marketing Budget
- Long Term Goals
- Resources
  - Printing Specialists
  - Graphic Artists
  - Tech Specialists/Web Designers
  - Promotional Item Vendors
  - Event Planners





# Marketing Budget

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- From the *One-Day Marketing Plan* by Heibing and Cooper
- Develop a *budget* to provide estimated costs associated with each marketing tool
- Utilize a *payback analysis* to determine if your revenue return will warrant the expense of marketing initiatives
- Create a *marketing calendar* to evaluate each step of your marketing activities





# Defining Your Target Market...

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## American Marketing Association definition:

The particular segment of a total population on which the retailer/vendor focuses its merchandising expertise to satisfy that submarket in order to accomplish its profit objectives

- State Buyers
- Business-to-Business
- Mail/Internet Order Customers



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# Pull up a chair...

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**To the opportunities to learn more about  
your target audience within state buyer system.**

- eVA
  - Website
  - Spend Reports
  - FORUM 2007
  - List of more than 12,000 buyers and a book of commodity codes
- Va. Department of Minority Business Enterprise



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# eVA Spend Reports

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**Learn what the state spends on your product/service to determine your market potential.**

- Find the state's classification codes for your product/service. Go to **[www.eva.virginia.gov](http://www.eva.virginia.gov)**, then click on “*NIGP codes*” in the left margin.
- Use the online NIGP search tool to identify your NIGP codes. Enter keywords to describe your product/service. For example, keywords for information technology (IT) services might include computer hardware, software, database software, etc. You may have several which apply. Buyers will search for vendors and make purchases using these NIGP codes.



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# eVA Spend Reports

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- Access the eVA “Order Summary” tool at the same site by clicking “*Reports and Other Info....*” from the Quick Links section of the eVA homepage.
- Click the “*Public Report – eVA Order Summary With Standard NIGP Commodity Code Search*” option. Enter a “Begin Date” and “End Date”, then select one or more of your NIGP Commodity Codes by holding down the Ctrl key on your keyboard. Click “Submit”.
- To evaluate the report, click on the blue “NIGP Code” which will open a full report based on your date range and that selected commodity code. Here you’ll see data on which state agency made the purchase, which vendor was used, the procurement officer for the state agency and their contact information, along with how much the order was for. By clicking the blue “PO Number” from this screen, you can view specific details on the purchase.
- Use the “Order Summary” tool to evaluate historical spending and future opportunities for your business.

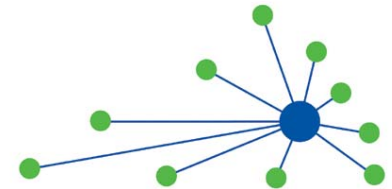




# Why eVa is a great marketing tool...

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- Access to buyers from 171 state agencies
- Plus more than 490 city and county governments
- Over 32,000 registered suppliers
- Over 12,000 participating buyers



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# Appetizer: Identifying the Right Approach

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- Networking
  - State Buyer Networking Events and Workshops
  - Industry Organizations
  - Chamber of Commerce
  - Civic Organizations
  - Local and Regional Events
- Email
- Cold Calls
- Communication Tools
  - Product Service Updates
  - Website
  - Advertising
  - Public Relations
  - Direct Mail





# Entrée – Tell Your Story

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**Next to doing the right thing,  
the most important thing is to let people know  
you are doing the right thing.**

**John D. Rockefeller**



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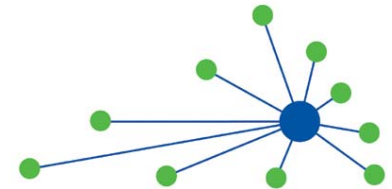


# Entrée:

## What your business has to offer

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- Product/Service Strengths
- Price Competitiveness
- Distribution/Delivery Strategy
- Business References



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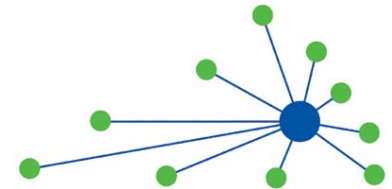


# Educating Your Customer

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**No matter what your product is, you are ultimately in the education business. Your customers need to be constantly educated about the many advantages of doing business with you, trained to use your products more effectively, and taught how to make never-ending improvement in their lives.**

Robert G Allen



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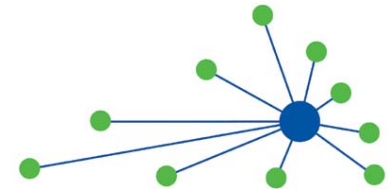


# Dessert: Effective Follow-Up

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- Survey State Buyers
- Continue Product/Service Updates
- Include State Buyer Experience in Promotion Materials
- Attend State Buyer Forums and Workshops

... all to maintain relationships beyond the sale!



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# Helpful Websites – Marketing

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- American Marketing Association
  - [www.marketingpower.com](http://www.marketingpower.com)
- Marketing Profs
  - [www.marketingprofs.com](http://www.marketingprofs.com)
- Inc. Magazine
  - [www.inc.com](http://www.inc.com)
- FORTUNE Small Business
  - <http://money.cnn.com/magazines/fsb/>







# VDBA Helps Businesses

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Visit the Virginia Department of  
Business Assistance website at

[www.vdba.virginia.gov](http://www.vdba.virginia.gov)

1-804-371-0438

1-866-248-8814

The agency procurement assistance  
team is available to help enhance  
your marketing efforts.



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